

Hall  
10/743,477

### REMARKS

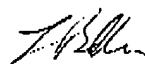
During the interview, the undersigned pointed out how the claims as amended distinguish over the art of record.

During the discussion, it became apparent that some language in claims 1 and 9 may not be properly supported in the specification. In particular, it appears from page 15, near the bottom, that pressing the PLAY button does not initiate the subliminal "at predetermined intervals". Only the START button does that, as recited in the next paragraph of each of the claims.

The Examiner is requested to call the undersigned or Mr. Kroll if further changes are required to obtain allowance of the application.

A favorable action is solicited.

Respectfully submitted,

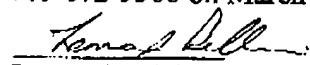


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### CERTIFICATE OF FAXING

I hereby certify that this correspondence is being facsimile transmitted to the U. S. Patent and Trademark Office, telephone number 703-872-9306 on March 9, 2005.

  
Leonard Belkin